

WINONA RESEARCH, INC.
8200 Humboldt Ave. So.
Minneapolis, MN 55431

TALLY SHEET

(MENTHOL) IN-DEPTH
NO. 1602-20644
DECEMBER, 1982

TOTALS

REFUSED TO BEGIN: 111 4

TERMINATES:

Q.1A - AGE: 111 3

Q.1B - OVER QUOTA 18-34: _____

OVER QUOTA 34-54: _____

Q.2 - MALL EMPLOYEE: 111 4

Q.3 - PAST 3 MONTHS PARTICIPATION: 1 1

Q.4 - NON-FILTER CIGARETTES: 111 111 111 111 111 111 111 111 111 111 111 111 37

Q.5 - MENTHOL CIGARETTES: 111 111 111 111 111 111 111 111 111 111 111 111 28

Q.6 - OVER QUOTA REG/KINGS: _____

OVER QUOTA LONGER/100'S/120'S: _____

Q.7 - NOT STARRED BRAND: 111 4

OVER QUOTA FULL-FLAVOR: _____

OVER QUOTA LOW-TAR: _____

Q.8 - OVER QUOTA FEMALE: _____

OVER QUOTA MALE: _____

ETHNIC: _____

Q.11 - REFUSED TO PARTICIPATE: 1 1

Q.12 - UNABLE TO return PARTICIPATE: 11 2

COMPLETES: MALE 18-34: _____ MALE 35-54: 11 

FEMALE 18-34: _____ FEMALE 35-54: 1

FULL-FLAVOR: _____ LOW-TAR: 11

REG/KINGS: 1 LONGER/100'S/120'S: 11

BLACK: _____ WHITE: 111

CITY: Minnetonka TOTALS ---> _____

INTERVIEWER NAME: Ellen Weilman

DATE: 12/3/82

2045782728